

## ORDER



**Orders**  
**Order / Rev:** 183925  
**Alt Order #:**  
**Product Desc:** Joe Coors for Congress  
**Estimate:** 2732  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/24/12 / 09/24/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** American Media Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Congress/Joe Coors (R)  
**Demographic:** A25-54  
**Product Codes:** PL3-US House Rep  
**Priority:** PREEMPTIBLE  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	87	\$49,790.00	\$42,321.50
10/01/12	10/01/12	9	\$13,075.00	\$11,113.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	87	\$49,790.00	\$42,321.50	0.00
October 2012	9	\$13,075.00	\$11,113.75	0.00
<b>Totals</b>	<b>96</b>	<b>\$62,865.00</b>	<b>\$53,435.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	09/25/12	09/28/12	7News at 5AM	CA	5AM-530AM	- 1111 - -	:30	4	\$225.00	P3	0.00	NM	4	\$900.00
				7News at 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1111 - -		4				\$225.00		0.00			
3	KMGH	09/25/12	09/28/12	7News at 530AM	CA	530AM-6AM	- 1111 - -	:30	4	\$250.00	P3	0.00	NM	4	\$1,000.00
				7News at 530AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1111 - -		4				\$250.00		0.00			
N 5	KMGH	09/25/12	09/28/12	6-7A News M-F/KMGH	CA	6A-7A	- 111 - - -	:30	3	\$400.00	P3	0.00	NM	3	\$1,200.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 111 - - -		3				\$400.00		0.00			
N 7	KMGH	09/25/12	09/28/12	GMA M-F 7-9A / KMGH	CA	7A-9A	- 4432 - -	:30	13	\$450.00	P3	0.00	NM	13	\$5,850.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 4432 - -		13				\$450.00		0.00			
N 8	KMGH	10/01/12	10/01/12	GMA M-F 7-9A / KMGH	CA	7A-9A	M- - - - -	:30	2	\$625.00	P3	0.00	NM	2	\$1,250.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M- - - - -		2				\$625.00		0.00			
9	KMGH	09/29/12	09/29/12	7-9a Sat Morning News	CA	7A-9A	- - - - - S	:30	1	\$325.00	P2	0.00	NM	1	\$325.00
				7-9a Sat Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Alt Order #:  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Congress/Joe Coors (R)  
 Product Desc: Joe Coors for Congress  
 Estimate: 2732

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	KMGH	09/29/12	09/29/12	7-9a Sat Morning News CA 7-9a Sat Morning News	CA	7A-9A -----S-	:30	1	\$325.00	P2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1		\$325.00			0.00			
10	KMGH	09/30/12	09/30/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A -----S	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		2		\$100.00			0.00			
11	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		2		\$200.00			0.00			
12	KMGH	09/30/12	09/30/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	2	\$225.00	P3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		2		\$225.00			0.00			
13	KMGH	09/25/12	09/28/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a -1111--	:30	4	\$225.00	P3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1111--		4		\$225.00			0.00			
14	KMGH	10/01/12	10/01/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a M-----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1		\$300.00			0.00			
15	KMGH	09/25/12	09/28/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P -2222--	:30	8	\$250.00	P3	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-2222--		8		\$250.00			0.00			
17	KMGH	09/25/12	09/28/12	M-F 230-3pm M-F 230-3pm	CA	230-3p -1111--	:30	4	\$275.00	P3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1111--		4		\$275.00			0.00			
N19	KMGH	09/25/12	09/28/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P -2211--	:30	6	\$300.00	P3	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-2211--		6		\$300.00			0.00			
N20	KMGH	10/01/12	10/01/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1		\$400.00			0.00			
21	KMGH	09/25/12	09/28/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P -1111--	:30	4	\$650.00	P3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1111--		4		\$650.00			0.00			
23	KMGH	09/29/12	09/29/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		2		\$300.00			0.00			
24	KMGH	09/30/12	09/30/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		2		\$300.00			0.00			
25	KMGH	09/25/12	09/28/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P -1111--	:30	4	\$1,185.00	P3	0.00	NM	4	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1111--		4		\$1,185.00			0.00			
26	KMGH	10/01/12	10/01/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P M-----	:30	1	\$1,375.00	P3	0.00	NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1		\$1,375.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
26	KMGH	10/01/12	10/01/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P M-----	:30	1	\$1,375.00	P3	0.00	NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1			\$1,375.00		0.00			
27	KMGH	09/25/12	09/28/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P -1111--	:30	4	\$1,185.00	P3	0.00	NM	4	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1111--		4			\$1,185.00		0.00			
28	KMGH	10/01/12	10/01/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P M-----	:30	1	\$1,575.00	P3	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1			\$1,575.00		0.00			
30	KMGH	09/25/12	09/25/12	ABC Tue A ABC Tue A	CA	7P-8P -T-----	:30	1	\$4,200.00	P3	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1			\$4,200.00		0.00			
31	KMGH	09/26/12	09/26/12	Modern Family (only) MODERN FAMILY	CA	8P-830P --W----	:30	1	\$2,875.00	P3	0.00	NM	1	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----		1			\$2,875.00		0.00			
32	KMGH	09/28/12	09/28/12	ABC Fri A ABC Fri A	CA	7P-8P ----F--	:30	1	\$1,125.00	P3	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1			\$1,125.00		0.00			
33	KMGH	09/28/12	09/28/12	ABC Fri B ABC Fri B	CA	8P-9P ----F--	:30	1	\$1,050.00	P3	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1			\$1,050.00		0.00			
35	KMGH	09/29/12	09/29/12	ABC College FB - Prime ABC College FB - Prime/PA	CA	6P-930P -----S-	:30	1	\$1,800.00	P3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1			\$1,800.00		0.00			
N36	KMGH	09/30/12	09/30/12	ABC Sun A ABC Sun A	CA	6P-7P -----S	:30	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1			\$1,100.00		0.00			
38	KMGH	09/25/12	09/28/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P -1111--	:30	4	\$750.00	P3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1111--		4			\$750.00		0.00			
39	KMGH	10/01/12	10/01/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P M-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1			\$1,500.00		0.00			
40	KMGH	09/29/12	09/29/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1			\$450.00		0.00			
41	KMGH	09/30/12	09/30/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P -----S	:30	1	\$750.00	P3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1			\$750.00		0.00			
42	KMGH	09/25/12	09/28/12	Nightline Nightline	CA	1037P-1103P -1111--	:30	4	\$525.00	P3	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1111--		4			\$525.00		0.00			
43	KMGH	10/01/12	10/01/12	Nightline Nightline	CA	1037P-1103P M-----	:30	1	\$675.00	P3	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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43	KMGH	10/01/12	10/01/12	Nightline Nightline	CA	1037P-1103P M-----	:30	1	\$675.00	P3	0.00 NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1		\$675.00		0.00			
44	KMGH	09/30/12	09/30/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p -----S	:30	1	\$410.00	P3	0.00 NM	1	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1		\$410.00		0.00			
N45	KMGH	10/01/12	10/01/12	ABC Mon A Dancing With The Stars	CA	7P-9P M-----	:30	1	\$6,000.00	P3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1		\$6,000.00		0.00			
N46	KMGH	09/26/12	09/26/12	ABC Wed A ABC Wed A	CA	7P-8P --W----	:30	1	\$1,525.00	P3	0.00 NM	1	\$1,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----		1		\$1,525.00		0.00			
											Totals	96	\$62,865.00